

## nChannel Case Study

# Thermacell

Outdoor Retailer Increases Web Conversions by 23% and Web Sales by 72%

### Overview

#### Country or Region

USA

#### Industry

Thermacell is worldwide leader in mosquito repellent and tick tubes.

#### Customer Profile

Thermacell operates a vast network of sales channels including major retailers, drug stores and outdoor companies, along with their own B2C website and recently added a B2B portal.

#### Business Situation

Thermacell set an aggressive goal to increase online revenue and wanted to add a B2B portal.

#### Solution

Thermacell updated their technology stack by migrating to Shopify Plus and integrating it with their NetSuite ERP to automate processes.

#### Benefits

- Processes orders and inventory in real-time across all sales channels
- Update prices in Shopify to reflect promotions instantly
- Added gift cards as a payment option
- Process returns in timely manner
- Reduced check out process online by 25%
- Increased web conversions by 23%
- Increased web sales by 72% to quickly surpass original revenue goal by end of year

### Overview

A great outdoors company, Thermacell is a worldwide leader in mosquito repellent and tick tubes. Their products protect millions of people from the harmful effects of insects in over 30 countries around the globe. Thermacell is sold at major retailers, drug stores and outdoor companies including Amazon, Bed Bath Beyond, CVS, Dicks Sporting Goods, Home Depot, Target, and Walmart. Thermacell has experienced tremendous growth due to the wide adoption of their products. To capitalize on that growth, Thermacell decided to update their B2C website to drive more consumer orders and launch a portal for B2B orders to help their sales team become more efficient.

### Challenge

Thermacell set a goal to increase online revenue 67% year over year but to do so, Thermacell needed to improve and streamline their technology stack. They were happy with their ERP provider, Netsuite but found their eCommerce platform to be cumbersome, bulky, and time-consuming. They needed a more flexible solution that was API friendly and responsive to the complex needs of a growing business.

Thermacell turned to their website design partner, [Trellis](#) for expert advice on modernizing their eCommerce instance. Trellis recommended a full-scale upgrade that included moving to Shopify Plus and creating a seamless integration with

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Netsuite for maximum efficiency and control over their inventory, orders, shipping, and tracking. Using the right connector would be critical to creating a complete eCommerce solution that could successfully interface with marketplaces like Amazon, their warehouse, and their online store.



### Solution

Trellis recommended nChannel as the connector between Shopify Plus and Netsuite, but Thermacell performed their due diligence by evaluating three other providers. After extensive vetting, Thermacell selected nChannel for their managed solution offering; their small team needed a reliable partner to act as an extension of their organization. Also, nChannel could facilitate Thermacell's plans to build a dedicated B2B portal using Shopify Wholesale, which was a critical part of their future growth plans.

Thermacell signed with nChannel in December 2017 with a goal to launch the new website

and integrations by late Spring. Digital and eCommerce Marketing Manager Josh Silvia led the project and worked with Thermacell's Chief Marketing Officer, Finance, Operations, Customer Care, Sales, nChannel, and Trellis to ensure all affected departments were an integral part of the process.

### Results

In May 2018, Thermacell launched their entire product line online using Shopify Plus, NetSuite, and nChannel. The nChannel integration specifically helps with order management, inventory synchronization, and supply chain management by making it easy to:

- Process orders and update inventory levels across all sales channels in real-time
- Update customer information as orders are placed
- Provide shipping statuses and process returns in a timely manner
- Offer multiple payment methods, including gift cards
- Update prices in Shopify to reflect price adjustments or promotions in an instant

This functionality accelerates fulfillment, avoids overselling, and eliminates countless hours of manual data entry.

The combination of an enterprise-grade eCommerce platform, a robust ERP system, and highly flexible integration platform enabled Thermacell to improve the overall buyer experience by creating a more user-friendly website that meets the expectations of modern

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shoppers. For example, their previous shopping cart required customers to complete up to six pages before making a purchase. **The new integration reduced that journey by 25%.**

Thermacell also gained the ability to offer gift cards and create new promotions while keeping the associated data synchronized between their online store and backend systems for accounting purposes. Operationally, the integration allows marketing, sales, and finance to focus on growth strategies rather than finding workarounds based on what they couldn't do.

As a result, Thermacell started to enjoy significant revenue gains just one month after launch. They **increased their website conversions by 23%, and web sales increased by 72%** putting Thermacell on track to surpass their initial revenue goal by the end of the year.



With such tremendous success under their belt, Thermacell is ready to launch their dedicated B2B dealer portal where partners can securely log in and place orders online. Sales reps can tailor

products and customize prices based on each partner's interests, so dealers don't have to wade through Thermacell's entire product line. Instead, they only see products that complement their business or industry and can supplement their inventory on-demand. This, in turn, speeds up the sales process by eliminating manual inputs and reducing time to approve orders. This unique ability to deliver multiple price lists and products by dealer is a massive benefit of the nChannel integration.

**We could have saved money and selected a less expensive solution, but we needed specialists that were willing to act as an extension of our team. Other vendors didn't have the expertise or market history. I believe that you get what you pay for, and we couldn't risk going with a vendor who might disappear in a month. With nChannel's managed solution, we get an email from Support as soon as something needs attention and feel comfortable paying a little more to know that somebody is always looking out for us." - Josh Silvia, Digital and eCommerce Marketing Manager**